

July 11, 1994

Dear PM USA Employee:

Shopping malls are apparently next on the anti-smokers' list of places where smoking should be banned.

We have learned that anti-smoking groups in the New York, New Jersey and Connecticut region have been contacting shopping mall managers to try and pressure them to ban smoking.

So far, most mall managers have not been persuaded by anti-smoker arguments that shoppers would prefer a smoke-free environment or that banning smoking would give the mall a competitive advantage.

We believe that we learned of this latest campaign early enough to prevent the onslaught of smoking bans the anti-smokers anticipate. If we act quickly to let mall managers know that the anti-smokers do not represent most people in their zealous campaign against smoking, we can help maintain the region's shopping malls as places where smokers and non-smokers can be accommodated.

Enclosed with this letter is a list of the names, addresses and telephone numbers for some area malls. I hope that you will take a few minutes to contact the managers of the malls where you shop, and tell them that having a place to smoke while out shopping is important to you. You may want to also mention that as an employee of Philip Morris, you are pleased to shop in a mall that respects the preferences of smokers as well as non-smokers. You may also

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want to enclose the receipts from your last shopping trip, as a reminder to the mall managers that smokers account for roughly one-third of a mall's business.

Following are some other points you may want to mention:

--Smoking bans are an extreme solution. Smoking bans send the message to smokers that they are not welcome. By continuing to accommodate both smokers and non-smokers, malls send a message that all customers are appreciated and welcome.

--Smoking bans are bad for business. Last year two malls in Milwaukee, WI were forced to rescind their smoking bans, when retailers reported significant declines in business.

--Research by the Roper-Starch national polling firm found that most shoppers -- smokers as well as non-smokers -- care more about finding a parking space, having a clean place to eat and getting good value for their money, than they do about smoking. In fact, only a very small percent of non-smokers said that they considered smoking to be a problem while shopping.

-- The Roper-Starch data also show that smokers tend to stay longer at the mall than non-smokers, and spend more money while there.

--Most consumers, non-smokers and smokers, believe that smokers should be accommodated in public places like shopping malls. In fact, two recent national public opinion polls. conducted by USA Today/CNN and by Time Magazine/CNN, found

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that only a small group of extremists believe that smoking should be prohibited altogether.

Anti-smokers are being uncharacteristically quiet in their efforts to persuade area shopping malls to ban smoking. This could be because they know that most consumers disagree with their objectives. With your help, we can expose this latest anti-smoking crusade, and in the process, remind mall managers that there is strong support for accommodating all customers.

Thank you for your continued support.

Sincerely,

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